



The Left in the EP - COMM Unit Call for tender for creative & Audio-Visual Services 2022-2024

Dear Sir/Madam,

The Left in the European Parliament will need the services of a company mainly for the development of audio-visual products and creative services in line with the political values promoted by the Group, until the end of June 2024.

Services could include campaign & visual identity development & testing, development of audio-visual products for social media etc. Please note that, although all expected requirements are real, we cannot guarantee that all services will be ordered before the end of the validity of the contract.

Applicants must be able to provide the following services (the list is not exhaustive - other similar and related services may be requested).

CAMPAIGN DEVELOPMENT & IMPLEMENTATION

A. Campaign concept, name, hashtag & narrative

Including at least 2 different proposals of name, concept & narrative per campaign

- Time: up to 2 weeks from the receipt of request
- Deliverables: PDF ready for print + PDF ready for digital publications
- ==> Price per project

B. Campaign visual identity development: logotype, lettering, palette, graphic treatment.

Including the purchase of stock images, layout guidelines and graphic style manual.

- Time: up to 1 week from the receipt of request
- Deliverables: PDF ready for print + PDF ready for digital publications
- ==> Price per project

C. Campaign strategy development: identification of campaign stakeholders, power analysis, identification of suitable tools, tactics and contents.

- Time: up to 2 weeks from the receipt of request
- Deliverables: PDF ready for print + PDF ready for digital publications
- ==> Price per project

D. Digital organising and communication strategy: identification and deployment of tech tools, development of content, development of list growth & engagement strategy.

- Time: up to 2 weeks from the receipt of request
- Deliverables: PDF ready for print + PDF ready for digital publications
- ==> Price per project (excluding costs of subscription to tech tools)

E. SEO, social media and web paid advertising throughout Europe.

- Time: up to 1 week from the receipt of request
- Deliverables: Report with key metrics agreed in advance

- ==> Price per project (with breakdown of costs of the service and of the advertising on facebook, Instagram, twitter and Google for maximum 12 countries for one month)

AUDIOVISUAL PRODUCTS

- F. Graphic templates for social media (Instagram, Twitter & Facebook)
- Time: up to 1 week from the receipt of request
 - Deliverables: vectorial, JPEG, PNG and GIF files stored in shared driven and open and set on Figma or Canva, ready to be modified
 - ==> Price per 10 templates
- G. Graphic/visual products (infographics, memes, animated GIFs, etc.) for social media (Instagram, Twitter & Facebook).
- Time: up to 4 days from the receipt of request
 - Deliverables: vectorial, JPEG, PNG and GIF files stored in shared driven and open and set on Figma or Canva, ready to be modified
 - ==> Price per 10 products
- H. Story telling video with no motion graphics, with subtitles, 120 sec
- Time: up to 1 week from the receipt of request
 - Deliverables: MP4 file in high resolution and for publication on the web and social media with embedded subtitles (Square for FB, IGTV vertical 1080x1920, Twitter horizontal 1920x1080). Each deliverable should be optimised for each platform (frame proportion, encoding, etc.) so each video should be exported in every different configuration
 - ==> Price per project (including the purchase of stock footage)
- I. Story telling video with no motion graphics, with subtitles, 60 sec
- Time: up to 1 week from the receipt of request
 - Deliverables: MP4 file in high resolution and for publication on the web and social media with embedded subtitles (Square for FB, IGTV vertical 1080x1920, Twitter horizontal 1920x1080). Each deliverable should be optimised for each platform (frame proportion, encoding, etc.) so each video should be exported in every different configuration
 - ==> Price per project (including the price for filming, stock footage & editing)
- J. Animated motion graphic video, with subtitles, 30 sec
- Time: up to 1 week from the receipt of request
 - Deliverables: MP4 file in high resolution and for publication on the web and social media with embedded subtitles (Square for FB, IGTV vertical 1080x1920, Twitter horizontal 1920x1080). Each deliverable should be optimised for each platform (frame proportion, encoding, etc.) so each video should be exported in every different configuration
 - ==> Price per project
- K. Animated motion graphic video, with subtitles, 60 sec
- Time: up to 1 week from the receipt of request
 - Deliverables: MP4 file in high resolution and for publication on the web and social media with embedded subtitles (Square for FB, IGTV vertical 1080x1920, Twitter horizontal 1920x1080). Each deliverable should be optimised for each platform (frame proportion, encoding, etc.) so each video should be exported in every different configuration
 - ==> Price per project
- L. Animated motion graphic video, with subtitles, 90 sec
- Time: up to 1 week from the receipt of request
 - Deliverables: MP4 file in high resolution and for publication on the web and social media with embedded subtitles (Square for FB, IGTV vertical 1080x1920, Twitter horizontal 1920x1080).

Each deliverable should be optimised for each platform (frame proportion, encoding, etc.) so each video should be exported in every different configuration

- ==> Price per project

The price of the offer must be expressed as a total price in EUROS, excluding VAT (the Left group in the European Parliament is exempt from VAT), covering all the requirements set out in this call for proposal.

A breakdown of the costs of separate services and products should be provided as specified.

The total amount of the services in euros may reach, but not exceed, € 400.000 by the end of the validity of the contract.

The contract runs until **June 30, 2024** from the date of acceptance.

The awarding of the contract will be based on the most economically advantageous offer, weighing the price, the quality of the services, the company's ability to deliver on time.

In examining the tenders received, the Left Group will take account of:

- PRICE proposed by the tenderer as a total value and for each of the services listed above;
- TECHNICAL and PROFESSIONAL CAPACITY of the tenderer to provide the services described in this call for tender (please attach a CV and an overview of your previous work);
- RESPONSIVENESS and ABILITY to complete the work contracted within the time allowed, including short deadlines;
- AESTHETIC MERIT and FUNCTIONAL CHARACTERISTICS (quality of design; political, social and environmental standards; innovative characteristics);
- ORGANISATION OF THE STAFF assigned to performing the contract (dedicated communication channel/ file manager);
- WILLINGNESS TO SIGN A CONFLICT OF INTEREST DECLARATION

Payment of the invoice(s) will be done after completion of each service and receipt of the original invoice together with the necessary documents by the accounting office of The Left Group in Brussels, Belgium.

The awarding company must be able to invoice the Left group following specific rules concerning the VAT exemption. For the purpose of justifying VAT exemption to the competent national authorities, a VAT exemption certificate will be issued.

The Group must receive additional documents to show the contractors legal entity (a copy of official documents from the national authorities) and bank account (a copy of a document from the bank, showing the company's name and address and bank account details)

All questions relating to the call for tenders should be sent by e-mail with "**The Left in the EP - COMM unit- Call for tender: Creative services 2022-2024**" in the subject line

to: Left.tenders@europarl.europa.eu

cc: riccardo.demidio@europarl.europa.eu gloria.bagnariol@europarl.europa.eu

The deadline for the submission of questions is **11/03/2022** at 12:00. All candidates will receive a reply at the same time by 16/03/2022 at the latest, in order to provide all participants with the same information and in the interest of equal treatment.

All proposals must include:

- Breakdown of prices for each of the products and services above described and total amount, in EUROS, excluding VAT
- Time needed from receiving the request to the delivery for each of the products and services listed above
- Portfolio of previous projects, related to the services requested, including strategy and product development for previous clients (Max 6 pages)
- Description of the company and its technical capacity and team dimension (Max 3 pages)
- Description of the company and its guiding values and practices (max 2 Pages)
- Signed declaration of disclosure of any possible conflict of interest.

The price quotation shall be submitted excluding VAT

The deadline for submission of proposal is 25/03/2022 at 12:00, Brussels time.

Please send your offers by e-mail, with "**The Left in the EP - COMM unit- Call for tender: Creative services 2022-2024**" in the subject line.

to Left.tenders@europarl.europa.eu

cc: riccardo.demidio@europarl.europa.eu; gloria.bagnariol@europarl.europa.eu

Following the evaluation of the proposals, a reply to applicants will be sent shortly after.

The tender will be advertised on The LEFT website and other social media as well.

Data protection

The Left Group ensures that personal data are processed in line with Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, particularly as regards their confidentiality and security and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC.